

Docket No. 10010979
**System And Method For Tracking Placement
And Usage Of Content In A Publication**

John R. Milton

1/4

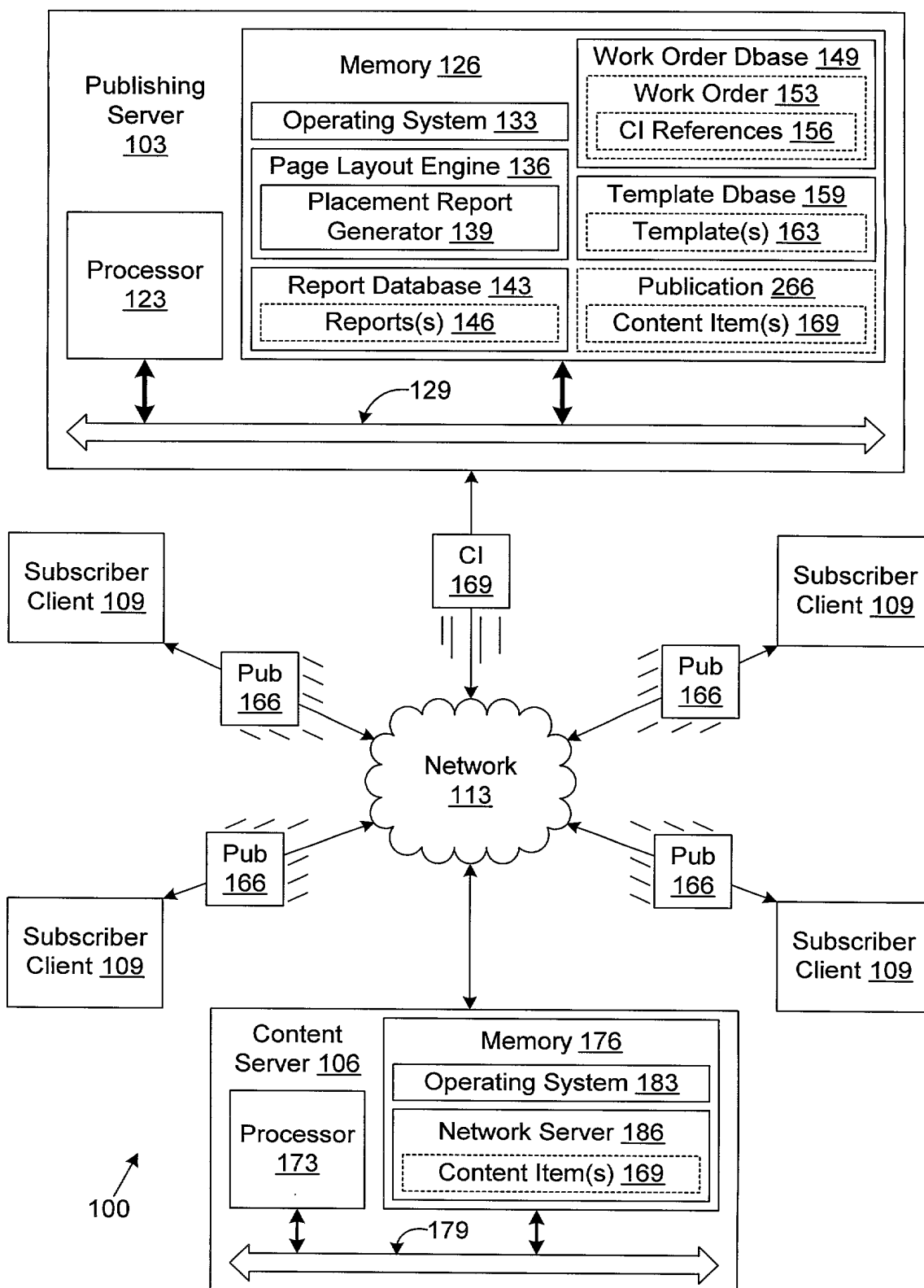


FIG. 1

Docket No. 10010979
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2/4

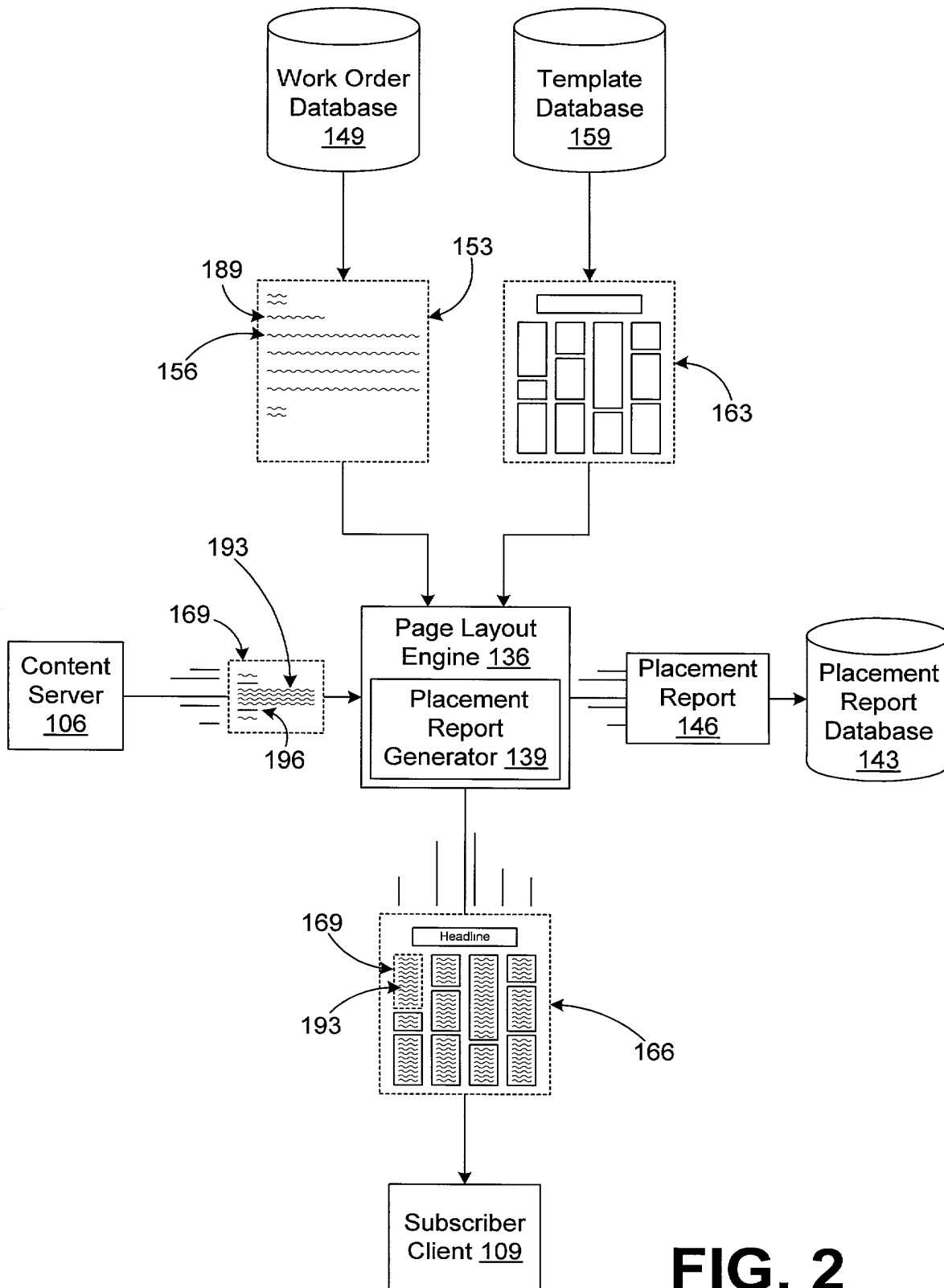


FIG. 2

Docket No. 10010979
**System And Method For Tracking Placement
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3/4

```
<?xml version="1.0" encoding="utf-8"?>
<NITF>
  <ContentID>1234456757</ContentID>
  <Head>
    <Title>JOHN DOE (R)</Title>
    <DocData>
      <DateRelease norm="2001-02-02"> </DateRelease>
    </DocData>
  </Head>
  <Body>
    <BodyHead>
      <HeadLine>
        <H1><PlacementReport reportID=234567890>Article Takes Up Space!
          </PlacementReport>
        </H1>
      </HeadLine>
      <ByLine>by John Doe</ByLine>
    </BodyHead>
    <BodyContent>
      <p><PlacementReport reportID=123456789>This is text included as
        an example. This text doesn't explain anything. It doesn't reveal
        anything. It just takes up space. In fact, it is probably downright
        boring to read this text. Perhaps you might find a good book
        instead.</PlacementReport></p>
      <Copyright>COPYRIGHT 2001 WRITERS SYNDICATE, INC.</Copyright>
    </BodyContent>
  </Body>
</NITF>
```

FIG. 3 is a diagram showing an XML structure for a NITF document. The XML code is displayed in a box. Annotations with arrows point to specific elements: 193 points to the 'Article Takes Up Space!' text in the H1 tag; 196 points to the 'PlacementReport' tags in the H1 and the paragraph; 199 points to the 'Article Takes Up Space!' text in the H1 tag and the 'COPYRIGHT' text in the paragraph.

FIG. 3

169

```
<?xml version="1.0" encoding="utf-8"?>
<PlacementReport>
  <ReportID>123456789</ReportID>
  <ContentID>1234456757</ContentID>
  <PublicationNumber>123456789</PublicationNumber>
  <Account>63459325</Account>
  <Subscriber>Doe, Jane Q.</Subscriber>
  <Placement page=1 DX=13 DY=15 width=25 height=43></Placement>
  <URI>http://www.server.article/space.html</URI>
  <Headline>Article Takes Up Space!</Headline>
  <ByLine>by John Doe</ByLine>
</PlacementReport>
```

FIG. 4 is a diagram showing an XML structure for a PlacementReport document. The XML code is displayed in a box. Annotations with arrows point to specific elements: 199 points to the 'PlacementReport' root tag; 203 points to the 'Subscriber' tag; 206 points to the 'Placement' tag; 209 points to the 'URI' tag.

FIG. 4

146

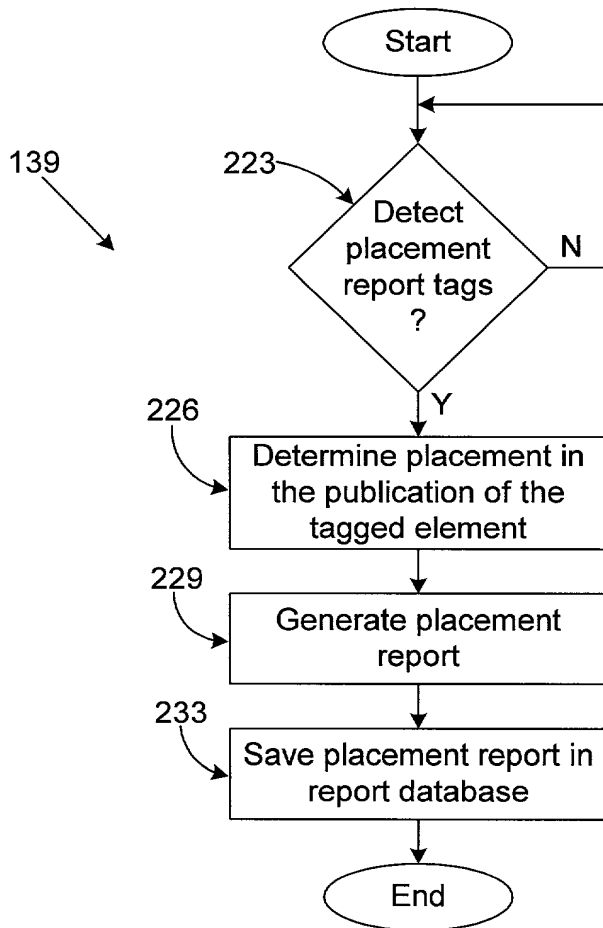


FIG. 5